WHAT EVERY HOME BUILDER SHOULD KNOW ABOUT DECORATIVE LIGHTING

E. R. Beers Electric Co.

Distributors of Lighting Fixtures

Show Room - 143 West Main Street

Bloomsburg, Pa.

. . . *How*

TO SELECT THE RIGHT *Lighting Equipment* FOR *your* HOME!

LIGHTING has come to be a major consideration for the prospective home builder . . . and to the present home owner who would enjoy the additional beauty, comfort and satisfaction that comes from the right lighting equipment.

That is why leading interior decorators and architects emphasize the importance of lighting equipment as a vital force in the creation of beautiful rooms and charming homes.

Because lighting fixtures are a permanent part of your decorative scheme it is important that your selection be *right, appropriate* and designed for *lasting satisfaction.* With this in mind we prepared this booklet which is of the utmost importance to every home owner interested in making his home the charming, beautiful and comfortable place "Home" should be.

Illustrated in this booklet are lighting fixtures appropriately styled for every home, designed for better living as well as better lighting, and engineered to provide effective, glareless illumination that flatters furnishings and adds zest to every activity.

After you have read this booklet we suggest that you visit our showrooms, see these fixtures on display and discuss your lighting requirements with us. Or, if you prefer, one of our lighting specialists will be glad to call at your home. There is no charge or obligation for this service.

OUTDOOR LIGHTING

Distinctive outdoor brackets are those that harmonize with the architectural character of your home and contribute decoration by day—and at night, radiate glowing loveliness that "sets-off" your doorway and directs guests safely up your path. Lighting the doorway is not only smart from a decorative point of view but also prevents accidents on your doorstep and keeps prowlers away.

Made of Bronze, these Outdoor Lanterns will remain lastingly beautiful despite the ravages of time.

Guaranteed Rustproof and Weatherproof.

210: Fresnal lens bracket that adds infinite charm to the home it distinguishes and adorns.

213: Attractive and softly lights a large area.

214: Amply sized and perfectly proportioned. Frosted crackled glass.

234: Graceful lantern that gives lots of light through its marine glass globe.

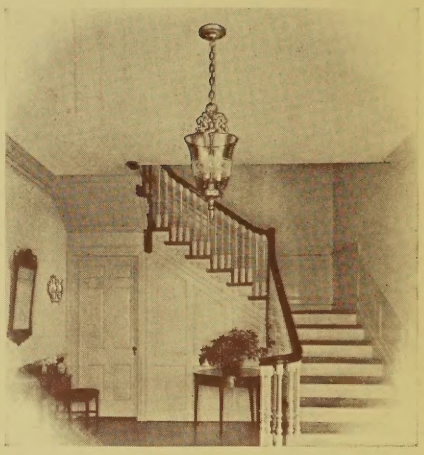
258: Charming mariners' type lantern.

272: "Town Crier" type bracket that hospitably welcomes all who call at your door.

278: Distinctive and decidedly proper for a fine Colonial residence.

282: Will do more to dress-up the exterior of your home than even a new paint job.

297: Quaint, simple and sincerely charming.



HALL and FOYER

When you enter a home you form your impression of its beauty and its owner right at the start —— in the entrance hall or foyer. For that reason lighting the hall is important; should reflect the personality of its owner and set the style for the rest of the home.

An impressive hall lantern is always advisable. It should be as large and important as the size of the hall permits; in design should flatter the architectural or decorative period; and the light it gives should provide a soft, welcoming glow.

348: For the small Colonial hall or foyer.

516: A glamorous lantern for homes where the beauty of crystal lighting is appreciated.

981: Crystal elegance for the many small important places in every home.

1104: Charming reproduction of the kind heretofore available only on special order.

1193: Distinctive and decorative. **Right** for the hall of a charming Colonial home.

1197: Traditional Colonial design that may also be had in hanging type. 1 Light.

1198: Impressive and important looking. Reflects good taste and hospitality.

1421: For fine homes furnished in the true Provincial or Early American manner.

1524: Expresses "Hospitality" in true Tudor fashion.

LIVING ROOM

Style dictates close-to-ceiling lighting fixtures for the living room. And rightfully so for these 3 very important reasons:—First, An appropriate lighting fixture contributes charm and character to your decorative scheme. Second, No other kind of lighting equipment provides such effective, glareless illumination. Third, Present day ceilings are lower, therefore fixtures of this type are most desirable.

Brackets are recommended as beautiful wall decorations—or for general illumination when no provision has been made for a ceiling fixture.

●

144: Unusually shaped etched Colonial dish with simple metal band. 3 Lights.

452: New in concept, classic in design. Ivory glass with scalloped metal banding, fluted stem and crystal ball. 3 Lights.

649: Scintillating crystal masterpiece decoratively correct for a truly fine room.

1062: Sparkling crystal prisms distinguish this authentic Colonial reproduction.

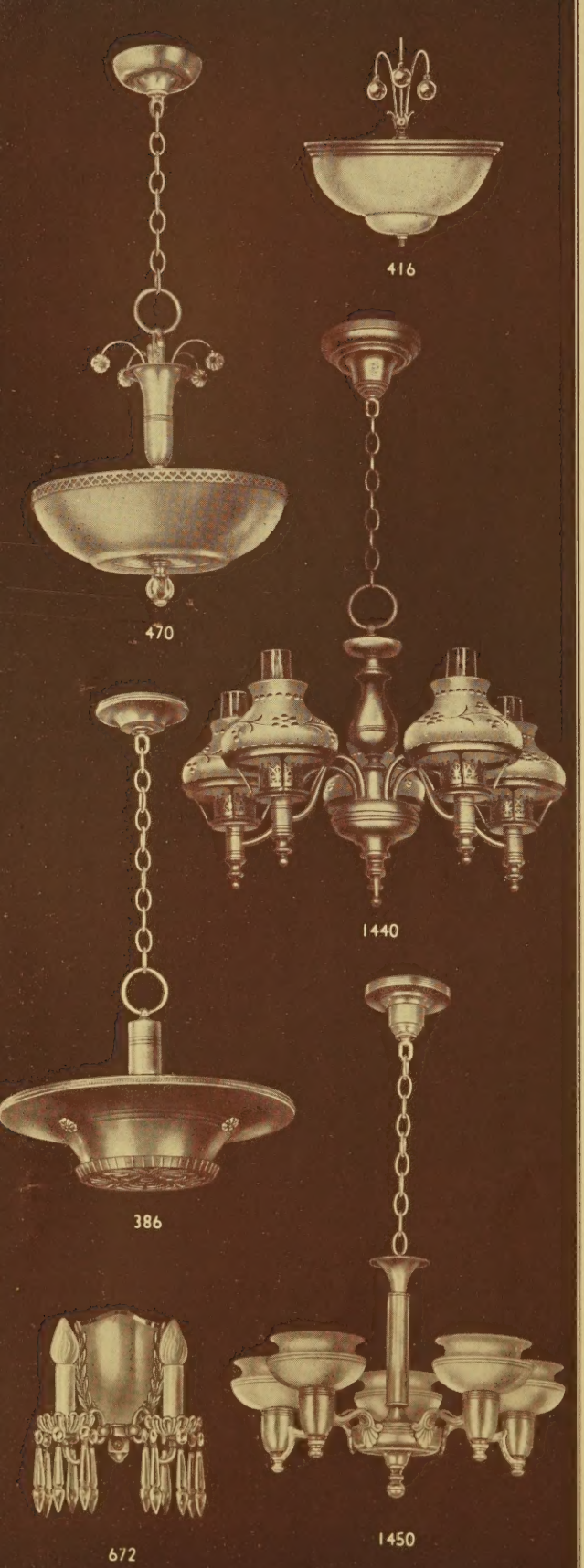
1119: Fine etched Colonial dish encircled with glistening crystal prisms. 3 Lights.

1136: Charming and decorative in the fine English, Colonial or XVIII Century living room.

1458: Beautifully decorates the wall it illuminates.

1705: Ideal wherever its traditional beauty will be appreciated and appropriate.

2705: Styled to the advanced concepts of "Better Light for Better Sight".



Beautifully
LIGHTING
your
DINING

Nothing else you can buy for so little money will decorate your dining room as effectively as a *new lighting fixture* — a lighting fixture *new* in the sense that it is better, more beautiful — and, the light it gives softer and glareless yet adequate and more complimentary to all it illuminates.

In large dining rooms wall brackets are suggested at the sides of both serving table and buffet — not only because of the light they give but for their decorative value and the emphasis they place on these important pieces.

386: Decoratively illuminates entire room with pleasing semi-indirect light. 1 Light.

416: Crystal balls provide lively decoration when this lovely bracket is used. 1 Light.

470: Distinctively styled for homes that dare be smart and different. 3 Lights.

672: A beautiful mirror back bracket of classic loveliness.

1440: Charmingly reflects the character of its cherished Early American ancestry.

1450: Approved for good looks and good lighting. 3-way switch permits use of just as much light as you desire at anytime.

ROOM

Most popular and most effective way to light the dining room is with a distinctive pendant-type lighting fixture that is decorative both in appearance and performance. That is why leading interior decorators prefer the designs shown here — designs that in themselves contribute decorative charm and, in addition create a beautiful lighting effect that softly illuminates the entire room and enhances the other furnishings. These lighting fixtures also add to the enjoyment of every meal by gayly emphasizing the table and establishing an air of luxury and joy.

●

571: Beautiful bracket for everywhere, its grace and charm will be appreciated.

595: A wise selection for crystal elegance and effective, decorative illumination.

645: Fine crystals are decorative, beautiful and always in good taste.

1108: Real authentic Colonial reproduction worthy of its glorious ancestral heritage.

1115: Lovely Colonial design distinguished by its cut glass body and crystal prisms.

1520: Inspired by a fine Tudor chandelier discovered in an historic English castle.

BEDROOM SUN PARLOR

The most private room in your home, the bedroom, is the most important from a decorative and lighting point of view. For here you need beauty and decoration as well as good light to enable you to see more easily to dress, make-up or relax. Here you need lighting that is helpful, beautiful, cheerful and soft — the kind of lighting these fixtures give. A ceiling fixture is necessary for good, glareless, adequate illumination; wall brackets for directly lighting the make-up and dressing mirrors.

142: Beautiful authentic Colonial design for decoration and good light. 2 Lights.

385: For soft, glamorous semi-indirect illumination of the decorative kind. 1 Light.

390: Cleverly designed, one light, semi-indirect metal fixture with crystal rosettes.

441: Attractive bracket for lighting the make-up or dressing mirror from the sides.

447: Good looking enough to be used with every period — gives light ample enough for even a large bedroom or sunparlor.

451: Noteworthy for its smart styling and its scintillating crystal balls. 2 Lights.

466: A smart addition to your decorative scheme. Provides perfect light. 2 Lights.

843: Simple, decorative and provides a wealth of bright illumination. 3 Lights.

DINING ALCOVE NOOKS and DEN

In these smaller yet none - the - less important rooms where space is limited, the right lighting equipment establishes an air of decorative beauty and creates an impression of ample spaciousness. Though the lighting fixtures shown here have been cleverly styled in the informal spirit these rooms require, they possess the beauty and fundamentals necessary for good illumination that achieves distinction and good cheer.

●

401: Small fixture with moulded Ivory glass reflector—for small alcoves or powder box.

411: Modern, efficient and effective — decorative glass ring set over metal bowl that reflects glareless, indirect light. 1 Light.

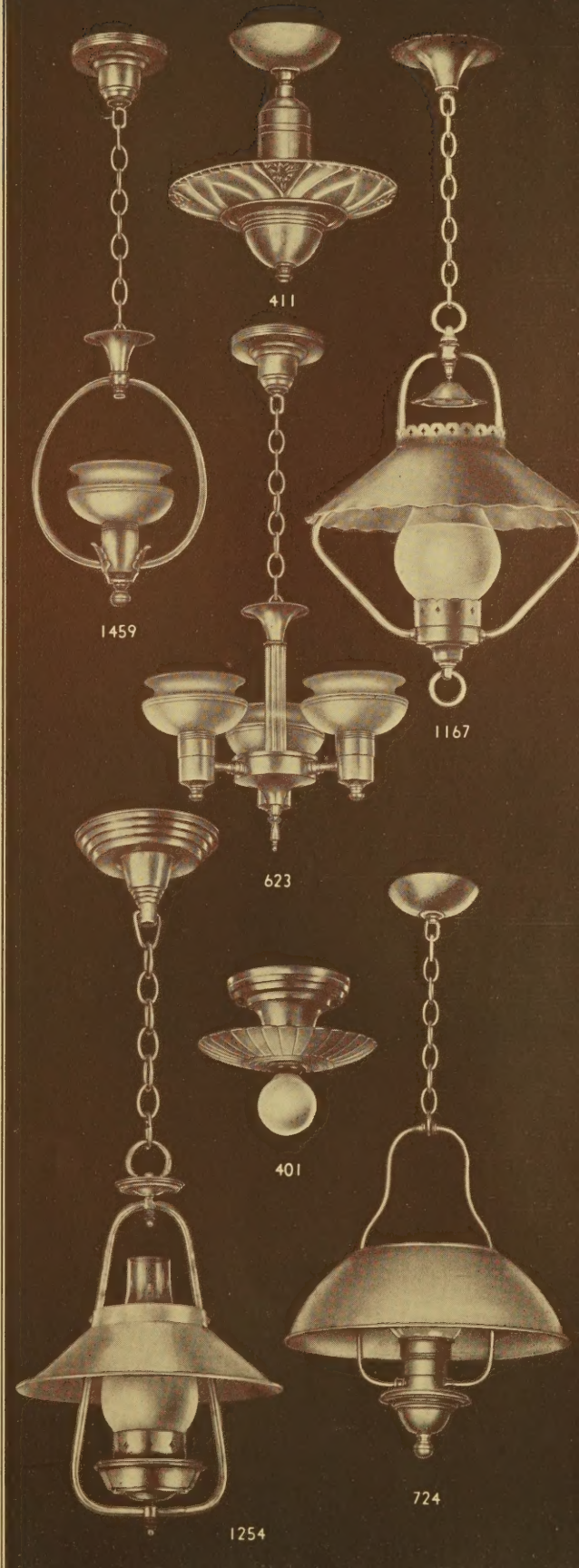
623: Provides diffused lighting and smart, appropriate decoration.

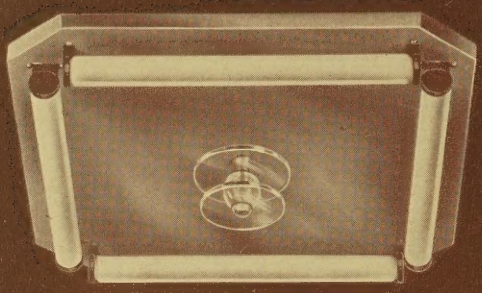
724: Colorful, attractive and scientifically designed for "Better Light for Better Sight."

1167: Reproducing the charm of Early American and Provincial craftsmanship.

1254: Charming Colonial design that contributes decorative beauty and character.

1459: Appropriate because of its decorative beauty and the good light it gives.





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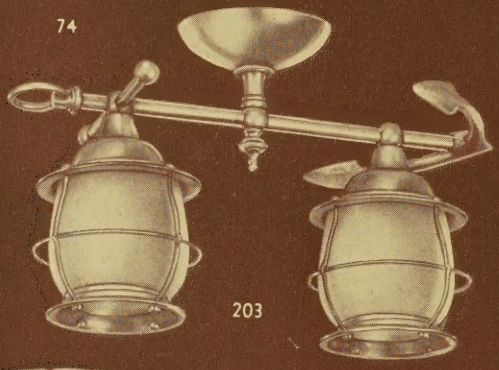

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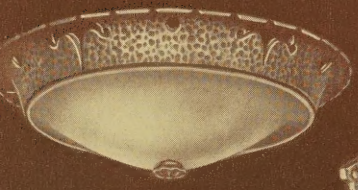

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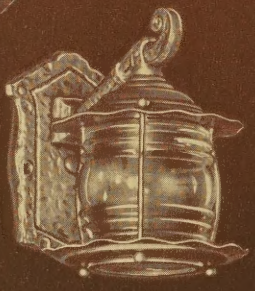

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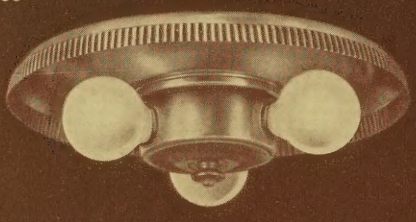

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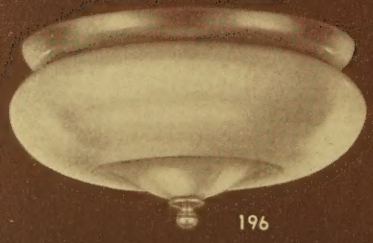

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PLAYROOM

Good light adds zest and makes every game more enjoyable. It enables you to play longer with less effort by making it possible for you to see more easily and thus prevent fatigue due to eyestrain. Because the playroom ceiling is usually low it was necessary to design special fixtures to look well and perform perfectly from close-to-the-ceiling. Select the design most appropriate for your playroom — which ever one it is will contribute decorative beauty and adequate illumination.

74: Smart lumiline design for beautifully lighting the modern playroom or bar.

196: Simple, inexpensive and furnishes a lot of good glareless illumination. 2 Lights.

203: The perfect fixture if your furnishings tend toward things nautical.

300: This ship's lantern makes a smart wall decoration and provides a lot of light.

863: Decorative, sturdy and gives the maximum of light from its three bulbs.

1106: A wise selection for dignified decoration and good lighting. 2 Lights.

4612: For rugged individuality. Suggested for rooms with wood panelled walls. 2 Lights.

KITCHEN and BATH

Light-up and live happier by decorating your kitchen and bath with scientifically correct lighting that makes tasks seem lighter. Actually good lighting in these rooms is an investment and not an expenditure because it prevents accidents and avoids bad temper due to eyestrain.

For the Bathroom: For good general illumination a center lighting fixture. For easier shaving and better application of make-up, brackets on either side or above the mirror. And a shower light to minimize the possibility of accident in the shower.

For the Kitchen: Good glareless light from a ceiling fixture. Localized lighting from brackets placed over sink, stove and table better enable you to see what you are doing and prevent fatigue due to eyestrain.

Chromium Plated
for lasting satisfaction.

65: Stylish lumiline bracket for beautifully lighting bathroom mirror from the sides.

66: The modern touch. Lumiline bracket with reflector. For over the bathroom mirror.

82: Provides light right where you want it.

82½: Good light plus the convenience of an electrical outlet for razor or appliances.

89: For good looks and glareless lighting.

101: Gives all the light you need—extends well over mirror or sink in kitchen or bath.

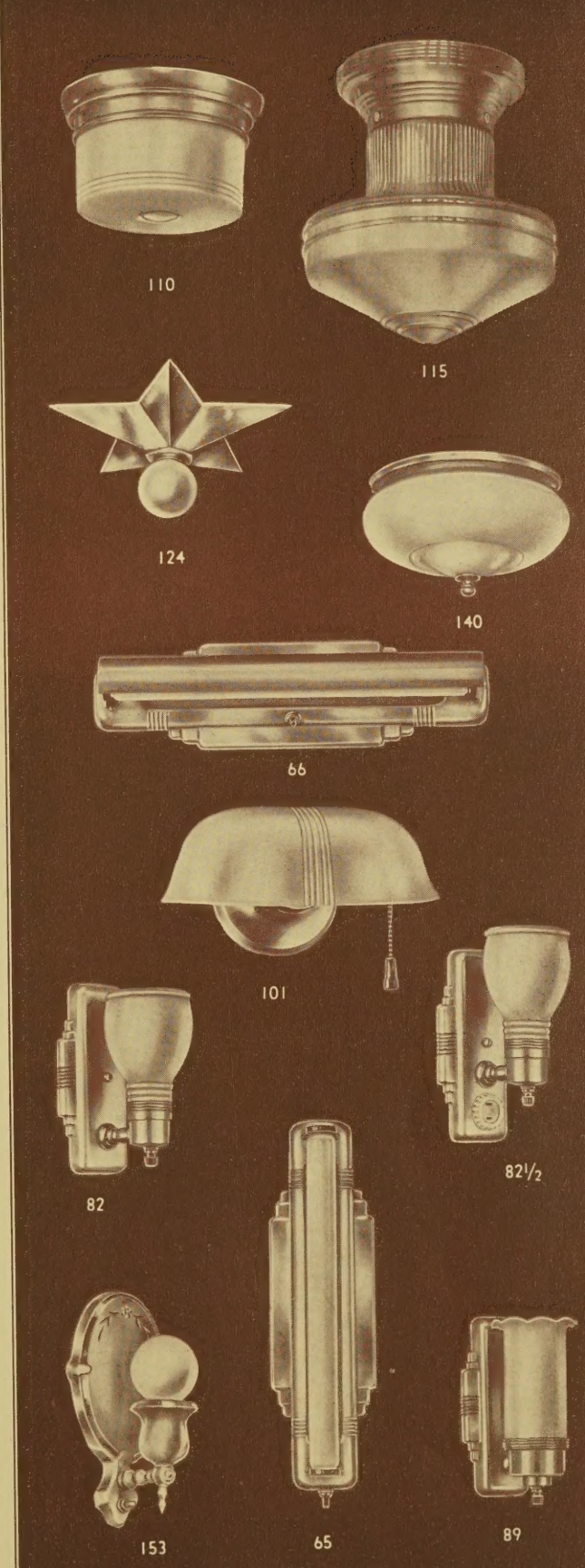
110: Impervious to steam and moisture. 1 Lt.

115: Contributes the best labor-saving device yet discovered—**good light.** 1 Light.

124: Attractive and adequate for small pantry, kitchenette, lavatory or passageway.

140: Shapely and graceful, furnishes ample illumination of the better kind. 2 Lights.

153: Mirror back bracket deservingly popular.



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